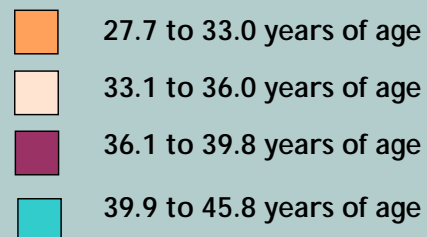
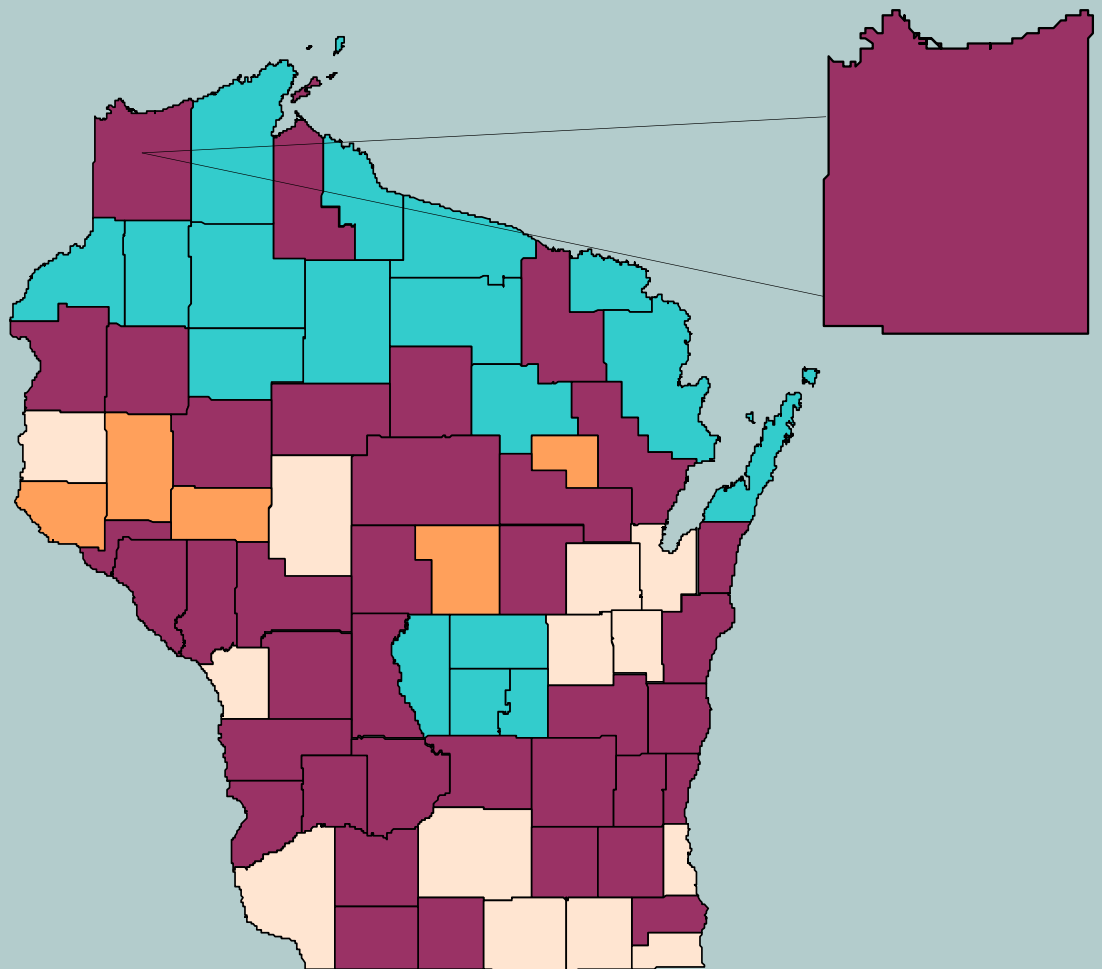


Douglas County Workforce Profile

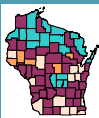
Median Age by County, 2000



Source: Census 2000 of the United States

Your complete
guide to the
state of the
labor force of
today and a
glimpse into
the economy of
tomorrow.





County Population

The population in Douglas County increased only 3.7 percent to 43,287 according to Census 2000 information. The county ranked 60th out of 72 counties for percent increase in population, but that was the first increase in population in Douglas County since the 1950 census. Even more interesting is that the increase resulted primarily from new residents moving into the county.

A net gain in population from migration means that more people moved to the county than moved out of the county. Roughly 15.3 percent of the population over 5 years old lived in a different county in 1995. Of those new residents 73 percent moved from another state and 27 percent from some other county in Wisconsin.

From 1990 to 2000 net migration added 1,155 people to the county. During that same time period the number of births (5,214) exceeded the number of deaths (4,480) by 374. The net increase in population was 1,529. While population growth is slower than in either the state or nation, the trend continued through 2000 with a population increase of 0.5 percent.

The majority of new residents were white, although the county is becoming home to more ethnic groups. From 1990 to 2000 there were small increases in African American and a group of other

ethnicity populations while the American Indian population declined. Even with the increase in some ethnic groups 97 percent of the county population is white.

The greatest number of new residents was in the City of Superior, the county's largest municipality. During the 1990s the population increased by 234 residents. The next largest increases were in the more rural towns of Solon Springs, Wascott and Oakland. All include many lakes that are attractive properties for many of the new residents. The fastest growing town in the 1990s was the smaller village of Oliver, adjacent to Superior, where the population increased 35 percent with the addition of 93 new residents.

Many of the residents that moved to the county during the 1990s were older but not so old that they were ready to retire. The greatest increase in the population occurred in the 40-49 year old age group, followed by the second largest increase in the 50-59 year old age group. Some of the increase was from an aging population, but not all of it.

Both the increase in population from older people moving to the county and an existing population that was already older than the state average impacted the median age in Douglas County. The median age

(Continued on page 2)

Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Douglas County	43,287	43,506	0.5%

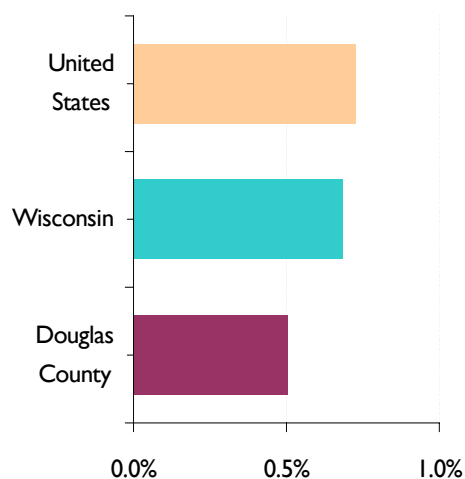
Ten Largest Municipalities

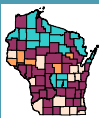
Superior, City	27,368	27,387	0.1%
Superior, Town	2,058	2,083	1.2%
Parkland, Town	1,240	1,243	0.2%
Oakland, Town	1,144	1,166	1.9%
Amnicon, Town	1,074	1,084	0.9%
Hawthorne, Town	1,045	1,060	1.4%
Summit, Town	1,042	1,047	0.5%
Lake Nebagamon, Village	1,015	1,021	0.6%
Solon Springs, Town	807	820	1.6%
Wascott, Town	714	724	1.4%

* Douglas portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

Population Growth 2000-2001



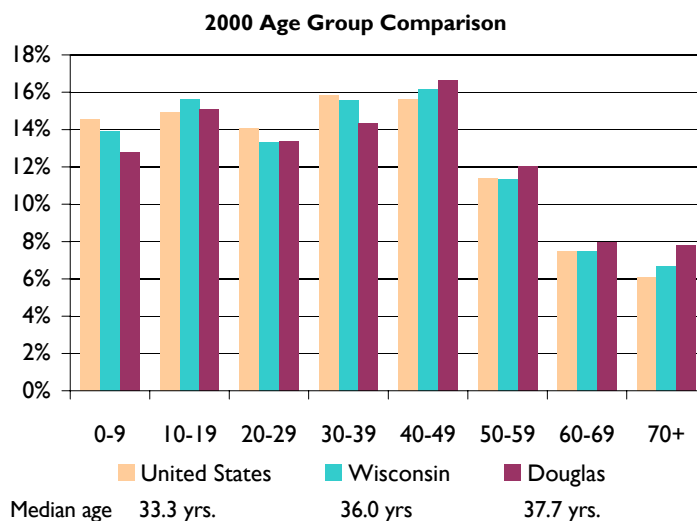


increased to 37.7 years in 2000 from 34.8 years in 1990. The median age in the county is higher than both the state median age of 36.0 years and the national median of 33.3 years.

The higher median age means that there are more residents in the older population groups than in the younger age groups something apparent in the graph on the right. The county has a smaller share of population in the youngest group than both the state and nation. Then is close to state and national distribution in the 20-29 year old groups. The higher birth rate during the 1980s appears in the 10-19 year old group while students at the post-secondary education facilities bolster the 20-29 year old group.

Beginning at age 40, the county share of population in each age group is greater than in both the state and nation. This reflects the increase from new residents moving to the area and the aging of the last of the baby boom population. Over the age of 70 the county has a much larger share of population than the state and nation.

The consequences of this disparity on the current and future labor force cannot be overstated. While the labor force has already shown signs of diminished growth, the full impact of fewer younger people available for the labor supply and an increasing



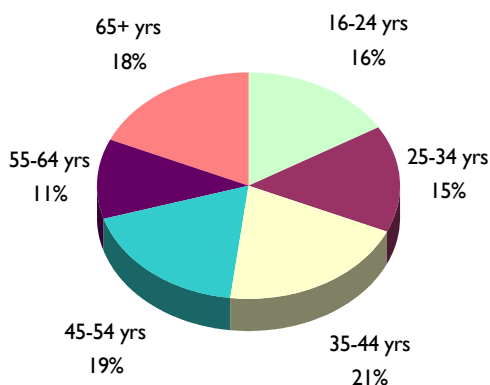
Source: US Department of Commerce, Census Bureau, *Census 2000*

older population preparing to retire will exacerbate the labor shortage. Compounding the problem of fewer workers is an aging population requiring more services that historically have been supplied by a young workforce.

The US Bureau of Labor Statistics (BLS) includes only the population 16 years and older as a potential source of labor. The BLS also excludes the population residing in institutions, such as nursing homes and prisons, and military personnel as a source of labor.

County Civilian Labor Force

Douglas County Labor Force Age Groups



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The Douglas County population in 2000 16 years and older totaled 34,288. This population comprises the potential labor force in the county even though 18 percent is 65 years and older. The population over 65 years old shares some common characteristics. To begin with, most of them are retired, even though a recent trend has retirees returning to the workforce to pursue new interests.

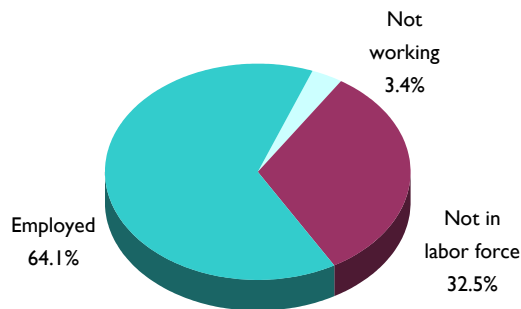
Other age groups also share characteristics. The 16-24 year olds are generally in school, work part-time and during summer breaks, and are starting their first jobs. This group is largely responsible for the increase in labor force during the summer months.

The next group, 25-34 year olds, are the workforce of the future, developing and honing skills be-

(Continued on page 3)

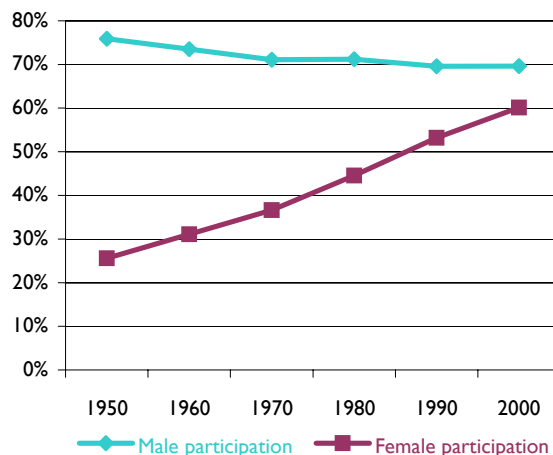


2001 Labor Force Participation



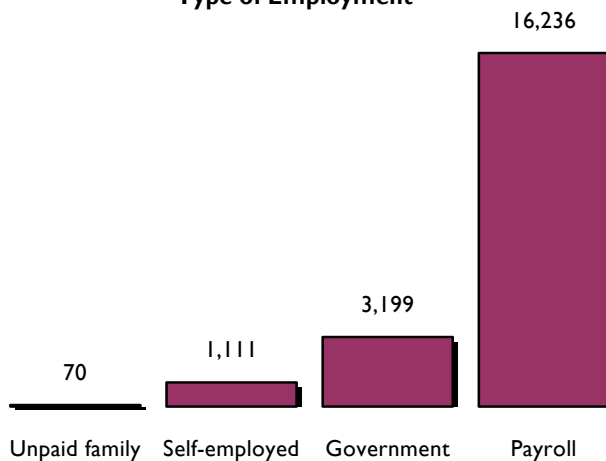
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, Census 2000

Type of Employment



Source: US Dept. of Commerce, Census Bureau, Census 2000

ginning new careers. Many are starting and raising families, acquiring property, and working in at least one job if not two. Many of these same characteristics are shared by the next group, 35-44 year olds. This group is also preparing to send children to college, adding or upgrading housing, and looking for ways to add to the family income. Labor force participation is often highest in this group.

By middle-age, workers begin to think about retirement, and during the 1990s, workers were retiring in their fifties. By 65 years old most of the population has retired.

Because each age group has different interests the number of individuals who are employed or at least look for work varies. Labor force participation rates by age groups from Census 2000 is scheduled for release in the fall of 2002.

An estimate of labor force participation rates in for 2001 in Douglas County included 64.1 percent of the labor force age population that worked, 3.4 percent of the population that was unemployed and 32.5 percent who choose not to work. Combining those that were employed with those that were unemployed produces a total labor force participation rate in 2001 of 67.5 percent.

Labor force participation peaked in the county in the mid-1990s and has been falling steadily since then. This labor force participation is based on an estimate from the Local Area Unemployment Statistics (LAUS) program and is currently less than in either the state (73.5%) or nation (66.9%). However, Census 2000 data (a snapshot of one month, April) indicates an even lower participation rate than LAUS data (an estimate of the average of twelve months).

Labor force participation varies not only by the age of the population but also by sex. Over the last fifty years, participation in the labor force of females has been steadily increasing while participation of men has been declining. There are a number of factors that serve as explanations for these divergent trends, but the most comprehensive is the change from the county's industry mix away from goods-producing jobs towards service-producing jobs. Another factor is access to retirement income, especially for men who have been in the workforce longer and in more permanent positions, than women.

Labor force participants who work are engaged in

(Continued on page 4)



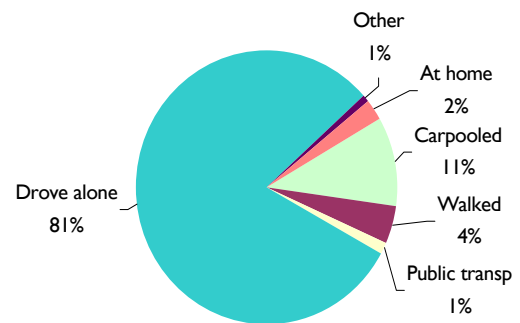
several 'types of employment'. In Douglas County 79 percent of the employed population work for a private employer and receive a payroll check. Government workers also receive a payroll check, but comprise 15.5 percent of total employment.

Only six percent of workers in Douglas County are either self-employed or work as an unpaid family member. The share of self-employed and unpaid family members is similar to share in the state (6.4%), and changed very little since 1990, but is much smaller than in other northern counties.

The number of self-employed and unpaid family members is a good reminder that total employment in the labor force includes more workers than just those employed in payroll jobs (see page 5). Total employment in 2001 was 21,700 yet there were only 18,306 jobs in Douglas County.

An additional factor that effects the local labor force is the number of workers who commute into, or in this case out of, the county for jobs. Census 2000 revealed that nearly one-third (32.2%) of the workers residing in Douglas County traveled outside the state, probably Minnesota, for work and another three percent traveled to other counties in

County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, Census 2000

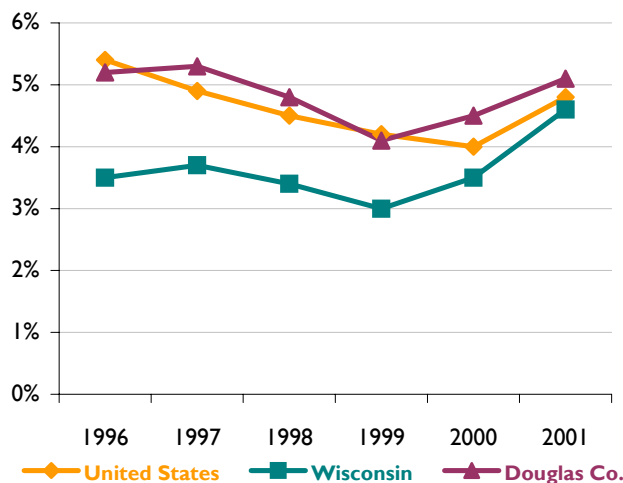
Wisconsin. The specific destination of those workers from the census will not be released until 2003.

Over the last five years the number of employed residents in Douglas County increased by 500 from 21,500 in 1996. During that time there was both a decline in jobs, occurring primarily with manufacturers, and an increase of jobs, primarily with service providers.

In spite of the increase in employment, the county average annual unemployment remains higher than either the state or national rates. Because of the number of seasonal jobs, there are some summer months, however, when the county rate drops below the national rate and occasionally drops below the state rate. In February 2001, the county unemployment rate reached 5.3 percent and fell to 3.8 percent by September.

Most of the workers in Douglas County drive alone to a job, while 11 percent, greater than in the state, were part of a car pool. With limited public transportation available in the county it is no surprise that few residents use it. Even statewide, however, only two percent of workers use public transportation.

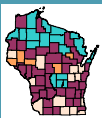
Unemployment Rate Comparison



Douglas County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	22,700	22,900	23,100	22,200	22,800	22,900
Employed	21,500	21,700	22,000	21,300	21,800	21,700
Unemployed	1,190	1,210	1,100	920	1,040	1,160
Unemployment Rate	5.2%	5.3%	4.8%	4.1%	4.5%	5.1%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002



County Industry Employment

Nonfarm Wage and Salary Employment

	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
Total	16,161	16,341	16,868	17,684	18,238	18,306	0.4%	13.3%
Goods Producing	2,202	2,140	2,279	2,305	2,356	2,283	-3.1%	3.6%
Construction & Mining	653	713	863	912	966	957	-0.9%	46.5%
Manufacturing	1,549	1,427	1,415	1,394	1,390	1,325	-4.6%	-14.4%
Durable	1,006	962	959	913	905	828	-8.5%	-17.7%
Nondurable	543	466	457	481	485	497	2.6%	-8.3%
Service Producing	13,959	14,201	14,589	15,379	15,882	16,023	0.9%	14.8%
Transportation, Communications & Utilities	2,021	1,933	2,044	2,217	2,124	2,419	13.9%	19.7%
Total Trade	4,426	4,500	4,479	4,652	4,766	4,939	3.6%	11.6%
Wholesale	988	958	961	1,023	1,060	1,140	7.5%	15.3%
Retail	3,437	3,542	3,517	3,629	3,706	3,799	2.5%	10.5%
Finance, Insurance, and Real Estate	461	462	463	484	506	507	0.2%	9.9%
Services & Misc.	3,762	4,074	4,349	4,806	5,232	5,040	-3.7%	34.0%
Total Government	3,289	3,233	3,255	3,220	3,254	3,118	-4.2%	-5.2%

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Nonfarm wage and salary employment is an estimate of the number of jobs generated by employers who are located in Douglas County. All payroll jobs are counted and include occupations from managers to laborers who work full- and part-time in permanent, temporary and seasonal positions, and are paid hourly, through commissions and salaries, or

by piece-work. Employment is classified using the Standard Industrial Classification (SIC) of the primary product of the employer.

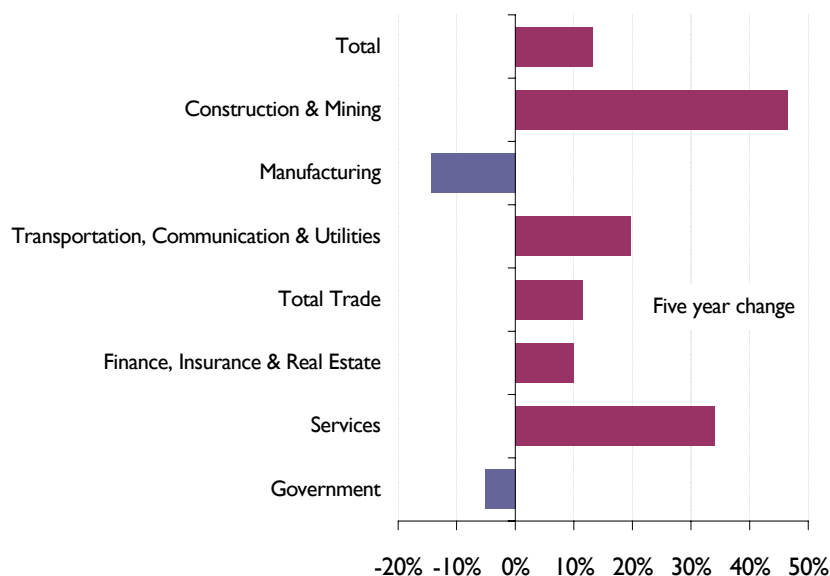
There were 18,306 nonfarm wage and salary jobs in the county in 2001, a year when the total number of employed in the labor force (county residents) was 21,700. Workers were definitely commuting to jobs outside of Douglas County and most of those jobs were in Minnesota.

The current number of jobs in the county is 13.3 percent greater than in 1996 and, although only slightly higher than in 2000, the 0.4 percent increase exceeds the decline experienced in the state over the last year. There were jobs lost in Douglas County during the one-year period in construction, manufacturing, services and government but those losses were outnumbered by the increase in jobs with other industry employers, especially those in transportation and utilities. Over the five-year period the greatest increase in employment occurred in the services industry division with the addition of 1,280 jobs.

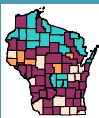
In the second half of the decade telemarketing firms expanded in Douglas

(Continued on page 6)

Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002



Top 10 Employers

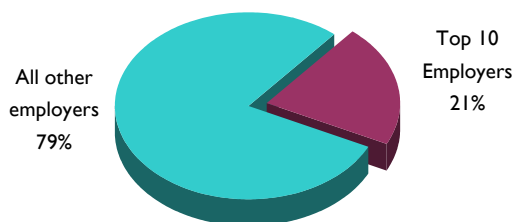
Company	Product or Service	Size
School District of Superior	Education	500-999
Vanguard Services Inc.	Trucking	500-999
University of Wisconsin- Superior	Education	250-499
Burlington Northern & Santa Fe	Transportation: railroad	250-499
City of Superior	Executive & general government	250-499
County of Douglas	Executive & general government	250-499
Fleming Companies Inc.	Wholesale groceries	100-249
School District of Maple	Education	100-249
Choice One Comm. of NY Inc.(Murphy Oil)	Refinery	100-249
Advanced Data Comm Inc.	Telemarketing	100-249

Top 10 Industry Groups

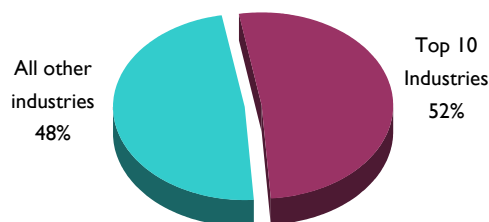
Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Educational Services	6	1,801	-38	81
Eating and Drinking Places	126	1,584	121	148
Health Services	44	1,300	0	101
Trucking and Warehousing	38	1,112	213	479
Executive, Legislative, and General	23	765	-9	6
Business Services	32	703	-329	428
Wholesale Trade-Nondurable Goods	29	699	106	46
Transportation, railroads	4	565	11	26
General Merchandise Stores	8	457	-13	49
Automotive Dealers & Service Stations	38	443	26	-40

*data suppressed to maintain confidentiality

Top 10 Employers' Share of Nonfarm Employment



Top 10 Industry Group Share of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001 with benchmark edits of March 2001.

County adding to the total number of services industry jobs. However, some of those jobs were eliminated as in-bound calls for products and information declined in 2001. Telemarketing firms are included in the business services group that remains one of the largest industry groups in the county in spite of severe reductions. Temporary help agencies are also part of this group.

A sluggish market for industrial equipment had

already reduced manufacturing employment prior to 2001 when the Georgia-Pacific plant closed. The result was the loss of over 200 production jobs over the five-year period. Government employment was the only other division to lose jobs from 1996 to 2001.

Of the 1,175 employers in Douglas County ten of them provide 21 percent of the jobs. Normally, em-

(Continued on page 7)

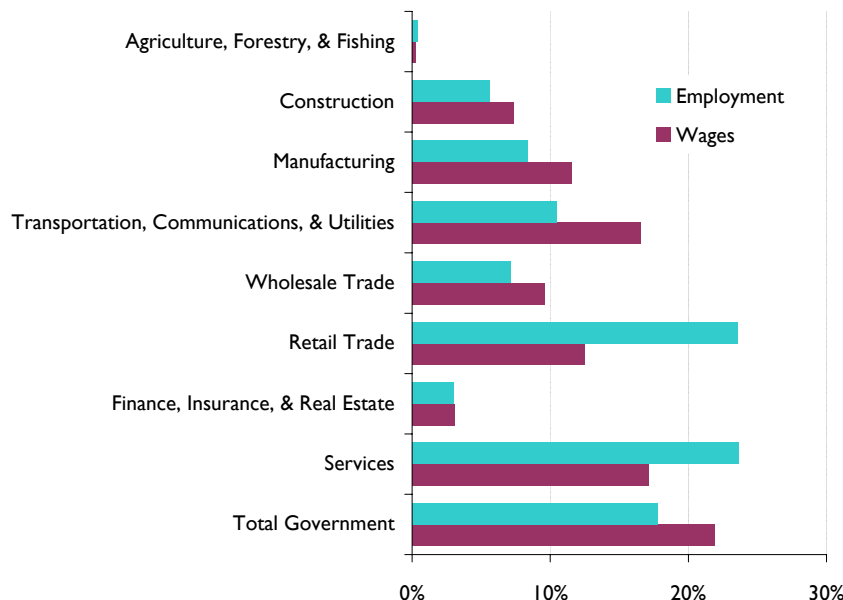


employment with railroads is not included on lists of employers from the ES-202 file but it has been added here because railroad employment is significant in Douglas County. However, railroad employment is not included in the employment and wage data below. If it were transportation, communication and public utilities would comprise an even greater share of employment and wages. In spite of the exclusion, Douglas County still has one of the greatest shares of jobs in this industry division in the state because of the many trucking terminals located in Superior. Both employment and wages

exceed those in manufacturing.

Two industries, retail trade and services, tie for the greatest share of jobs in the county. Total payroll from retail trade employers of \$52,484,315 is only 12.5 percent of the total payroll from all employers of \$419,215,584 in 2001. Payroll from services industry employers of \$71,751,435 was 17.1 percent of the total. Many of the jobs in retail trade, in both the county and the state, are part time and seasonal. Even though annual average wages in the county are low they are similar to what is being earned statewide.

2001 Employment & Wage Distribution by Industry Division



The annual average wage for services workers in the county, though, were only 66 percent for similar work statewide. The most significant difference in Douglas County is the occupation mix of workers in the service industry.

The annual average wage in the county of \$26,338 was 85.2 percent of the state wage in 2001, a substantial increase from 2000. Of the caveats that affect the annual average wage in an area, part-time and seasonal work, turnover, overtime; one, employer reductions, still needs mentioning. Employers generally lay off the least senior workers who earn less money than those retained. The higher wages of the remaining workers inflate the increase in wages over a year.

Annual Average Wage By Industry Division

	Douglas Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 26,338	\$ 30,922	85.2%	7.6%	22.5%
Agriculture, Forestry, & Fishing	\$ 15,701	\$ 22,565	69.6%	15.7%	9.2%
Construction	\$ 34,644	\$ 39,011	88.8%	-3.0%	14.2%
Manufacturing	\$ 36,182	\$ 39,739	91.1%	1.2%	15.6%
Transportation, Communications, & Utilities	\$ 41,672	\$ 36,639	113.7%	5.1%	31.9%
Wholesale Trade	\$ 35,575	\$ 40,521	87.8%	2.7%	21.2%
Retail Trade	\$ 13,997	\$ 14,596	95.9%	5.6%	23.5%
Finance, Insurance, & Real estate	\$ 26,941	\$ 40,933	65.8%	5.4%	35.0%
Services	\$ 19,068	\$ 28,775	66.3%	20.1%	24.1%
Total Government	\$ 32,545	\$ 33,785	96.3%	6.9%	20.2%

* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*



Occupation and Education Characteristics of County Population

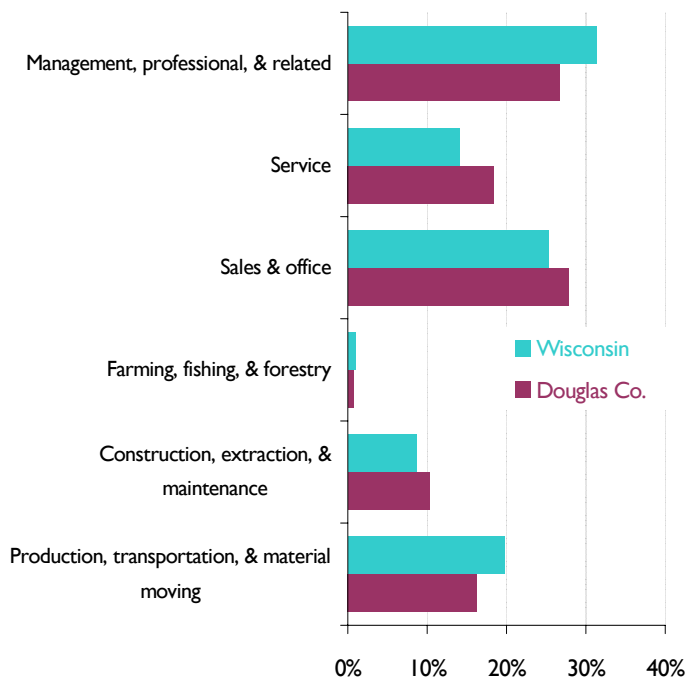
The previous pages explored jobs classified by industry, but jobs are also classified by occupation. Data on occupation employment is more difficult to access, especially at the county level, but the census offers a glimpse into the types of occupations in Douglas County. The mix of occupations in most cases reflects the industry composition in the county, but occupations identify workers and workers who travel to jobs in other areas, as they do in Douglas County, are also included in these groups. The distribution of occupations also includes those who are self-employed and own businesses.

The largest group in the state is management, professional and related occupations, but in Douglas County it is the second largest. The management, professional and related occupations in Douglas County primarily include jobs as teachers and health care professionals. These jobs are found with employers in the services industry division and local school districts and require education and training beyond high school. Nationally, 80 percent of jobs in this group require post-secondary education, while in Wisconsin, roughly 78 percent do.

In Douglas County 49 percent of the population 25 years old and over has some education beyond high school, but only 18 percent hold a college degree. Statewide, 22.5 percent of the same population group holds a college degree (Census 2000).

Nearly one-quarter of the population has 1-3 years of post-secondary education that could in-

Employment by Occupation Group: 2000

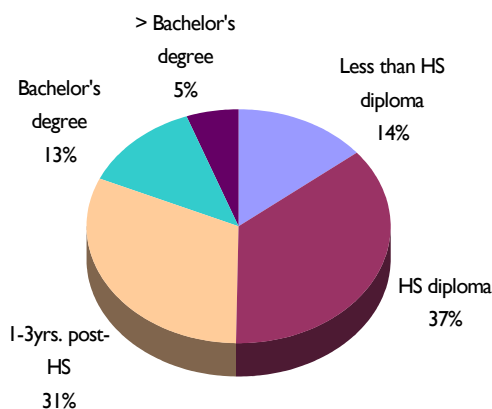


US Department of Commerce, Census 2000

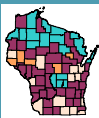
clude some college with no degree, an associate degree, or technical college training. Workers in this group find employment in all occupational groups including the sales and office occupations, the largest group in the county. Workers in these occupations, such as accounting clerks, advertising assistants, technical sales representatives, general office and telemarketing clerks, are employed in all industries. Employers now expect workers in these occupations to have some training beyond high school. The same is true of many of the production, transportation, and material moving occupational group, the third largest in the county.

The third largest group is service occupations. This group is slightly larger in the county than in the state and has the fewest occupations that require training beyond high school. Workers in service occupations comprise 18 percent of the workforce in Douglas County compared with 14 percent in the state. Service occupations include nurse aides, janitors, kitchen workers, waiters, and police and firefighters. Wages for many of these jobs are low and workers often work less than 40 hours per week.

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, Census 2000



County Income Information

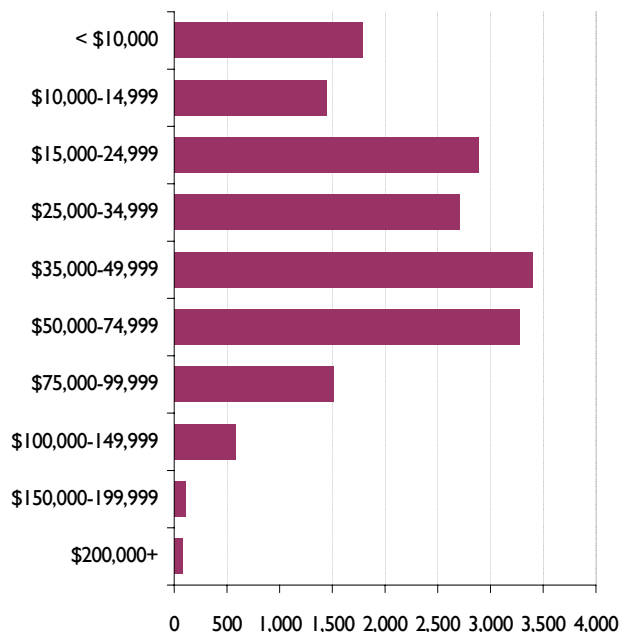
The median household income in 1999 (last full year of income data used for census) in Douglas County of \$35,226 was 80 percent of the state median income of \$43,791. Only a few households in the county had an annual income over \$100,000 while over 18 percent earned less than \$15,000. So many households with low income contribute to a poverty rate in the county of 11.0 percent that is much higher than the rate in the state of 8.7 percent.

Household income is higher than either per capita personal income or annual average wages because households generally include more than one person (the average in Douglas County is 2.4 persons per household) and workers often hold more than one job. In addition to wages from all workers, household income includes earnings from self-employment, proprietorships, investments, assets, social security, retirement, Veteran's benefits, welfare, and unemployment benefits.

Per capita personal income (PCPI) is the total income in an area, \$975,030,000 in Douglas County, divided by the total population. PCPI in Douglas County in 2000 of \$22,484 was 80 percent of the PCPI in Wisconsin and 76 percent of the United States. In the last year it increased 3.7 percent, less than the increase of 4.6 percent in the state and 5.8 percent in the nation.

Incomes are lower in Douglas County, not only because of lower wages but also because of a larger

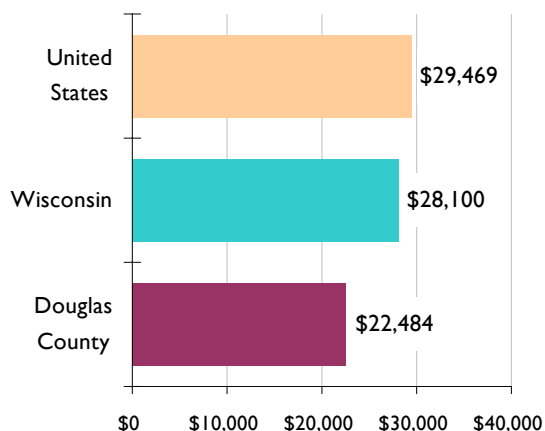
Households by Income Range
Median household income in Douglas Co. \$35,226



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

elderly population living on fixed incomes. Income from government retirement and medical payments comprises 82 percent of transfer payments and transfer payments in the county are a much greater share than in either the state or nation. The population living on fixed income will only increase in the next ten years.

Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

Components of Total Personal Income: 2000

